

MAYOR & COUNCIL AGENDA COVER SHEET

MEETING DATE:

June 14, 2004

RESPONSIBLE STAFF:

Mark Depoe, Long Range
Planning Director

Kirk Eby, GIS Planner

AGENDA ITEM:

(please check one)

	Presentation
	Proclamation/Certificate
	Appointment
	Public Hearing
	Historic District
	Consent Item
	Ordinance
	Resolution
	Policy Discussion
X	Work Session Discussion Item
	Other:

PUBLIC HEARING HISTORY:

(Please complete this section if agenda item
is a public hearing)

Introduced	
Advertised	
Hearing Date	
Record Held Open	
Policy Discussion	

TITLE:

Master Plan Special Study Area: "GE Technology
Park"

SUPPORTING BACKGROUND:

This will be the sixth in a series of ten work sessions to obtain Mayor and City Council and Planning Commission guidance on the identified special study areas which are part of the City's Master Plan update.

Staff has held a stakeholders meeting with all interested parties prior to the special study area work session. The stakeholders meeting was held on April 29, 2004 for the GE Technology Park (formerly known as the National Geographic Property) special study area. During this stakeholders meeting, staff received helpful public input that has been used to create to land use options being presented tonight.

During the work session, Long Range Planning Director Depoe will present the results of the stakeholders meetings and land use option for the study area. (staff presentation will last approximately fifteen minutes).

Attached:

Exhibit 1: Work Session Powerpoint

Exhibit 2: Background Information

Exhibit 3: Outside Correspondence

DESIRED OUTCOME:

**Hear presentation, discuss alternatives, and
attempt to reach consensus.**

G. E. Technology Park

Mayor & City Council and Planning
Commission Joint Worksession

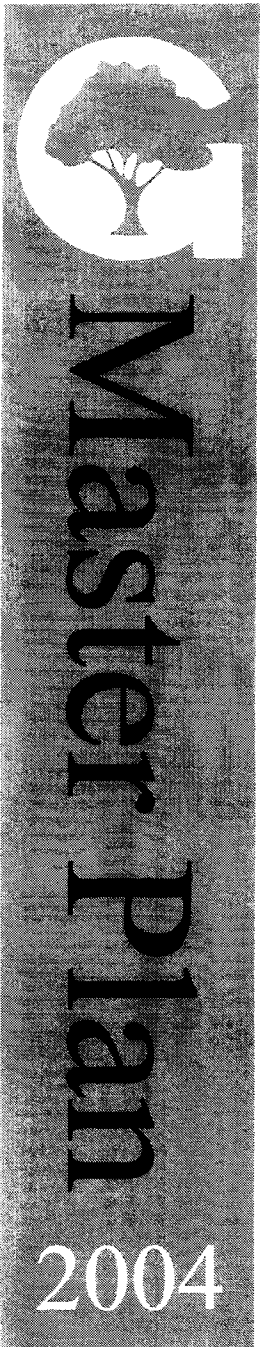
June 14, 2004

2004 Master Plan
Special Study Area



Special Study Area Process

- Designation as a Land Use Special Study Area (SSA) by the Mayor & City Council
- Stakeholder Meeting held Apr 29, 2004
- Mayor & City Council and Planning Commission Joint Worksession
- Adoption of SSA Land Use Plan by the Mayor & City Council and Planning Commission

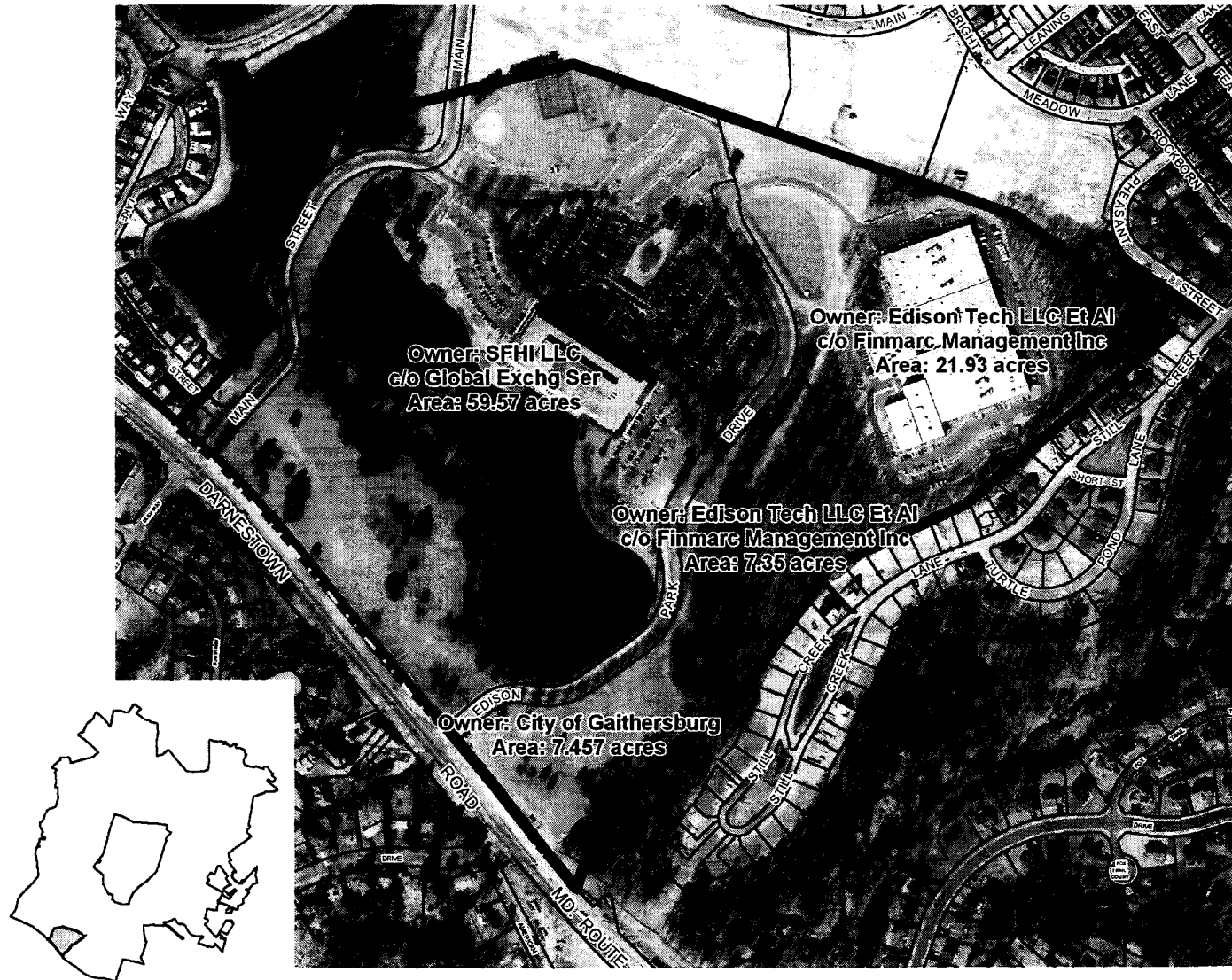


Adopted 2003 Master Plan Themes

- Identity
- Redevelopment
- Town Centers
- Environment
- Transportation
- Community Facilities
- Housing
- Economic Development
- Education



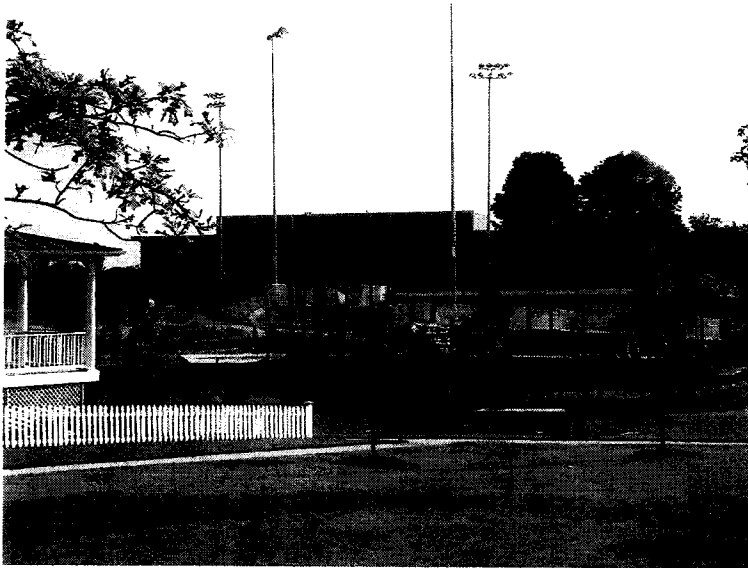
Location Map



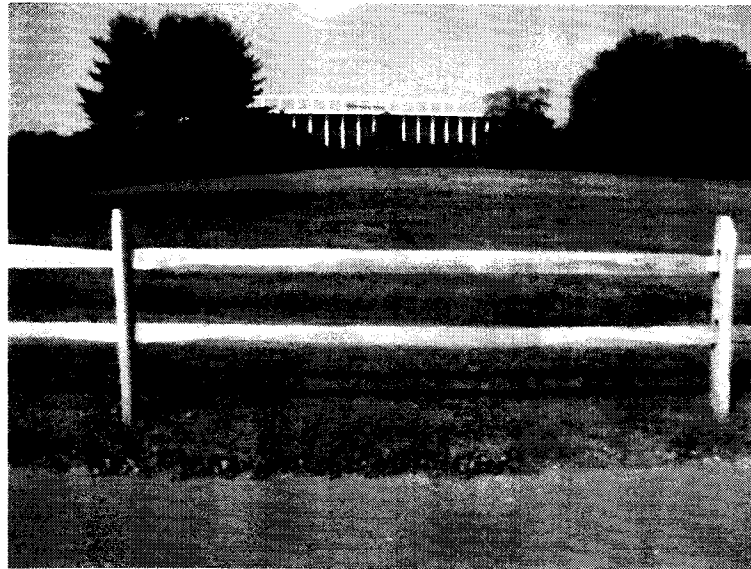
Master Plan

2004

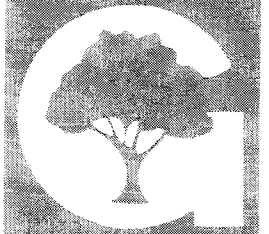
Special Study Area Pictures



Main Street



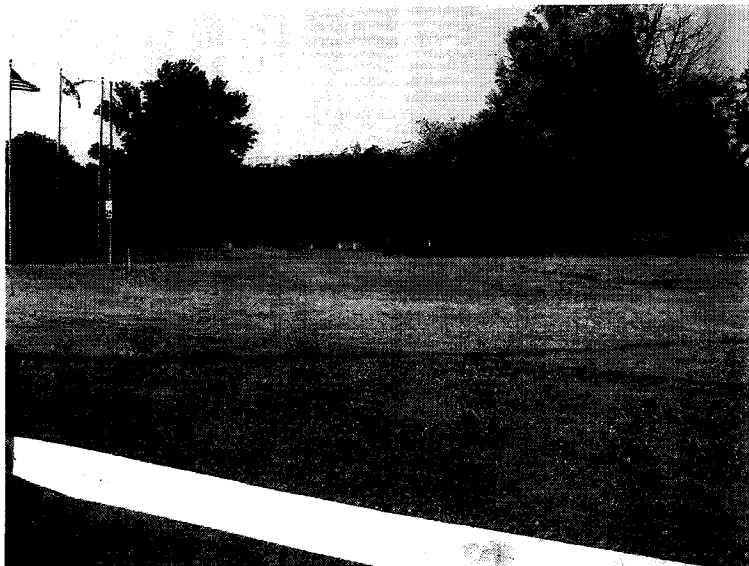
Route 28



Master Plan

2004

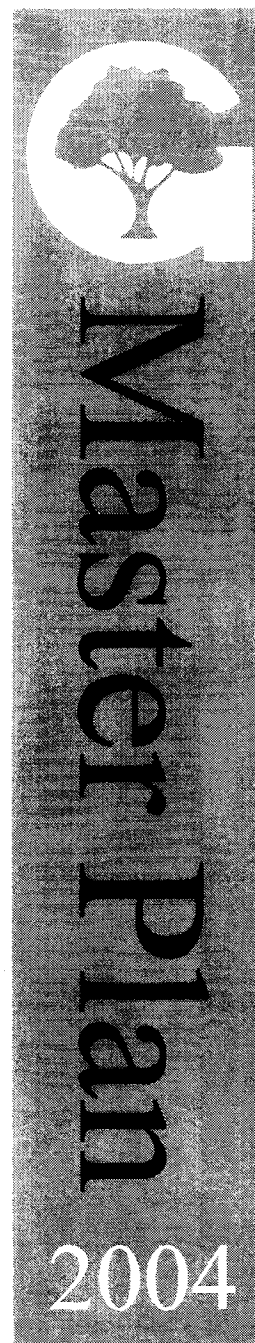
Special Study Area Pictures



Aquatic Center Site



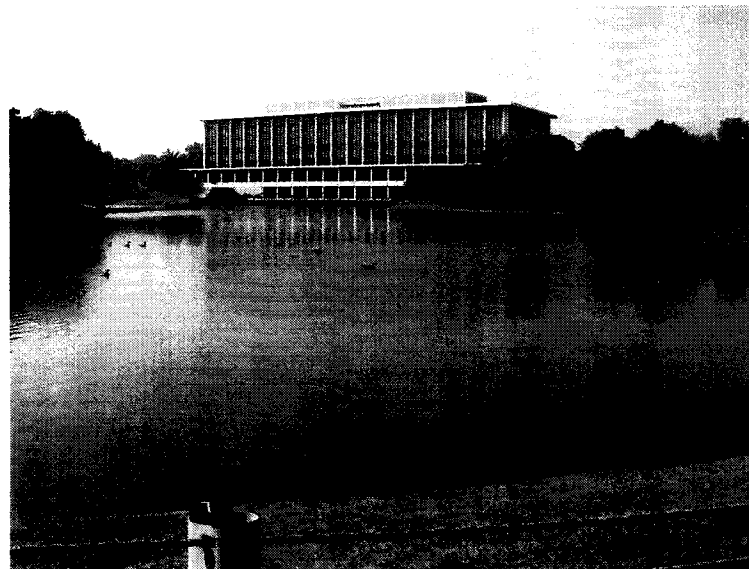
Lawn Along Route 28



Special Study Area Pictures



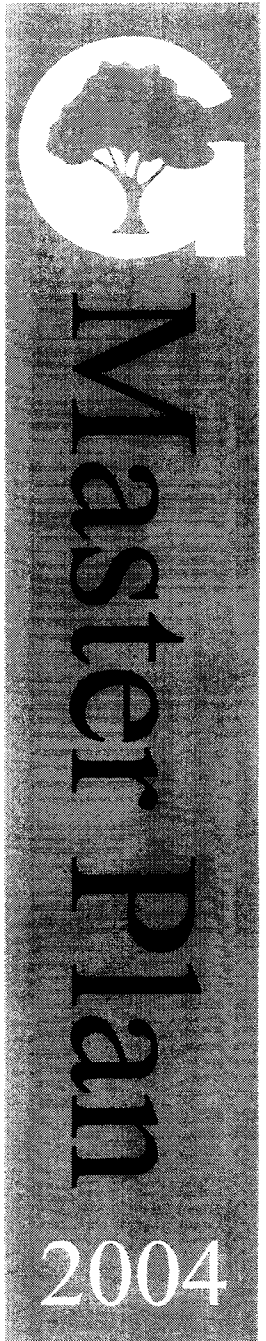
Trees Along Lake



Lake Placid/Edison Drive

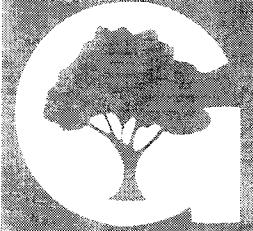
Stakeholder Concerns

- Schools
- Traffic
- Green Space
- Housing Balance
- Preservation of trees, lake, and views
- Location of the Aquatic Center
- Compatibility and Connectivity
- Existing Development



Stakeholder Suggested Land Uses

- Mixed-Use
- More office
- School site
- “Knowledge-based” industrial park
- Performing arts
- Hotel
- Golf Course
- Additional Parks
- Condominiums
- Unique Residential

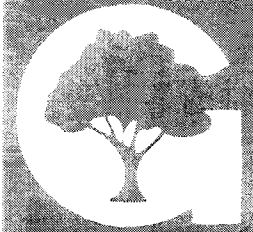


Master Plan

2004

Recommended Baseline Requirements

- Community-Based Workshop required prior to any Sketch or Concept Plan application
- Development requires 40% greenspace
- 15% of greenspace requirement should be located within the developed areas
- Retain tree areas as priority greenspace
- Buffer around Lake Placid to be preserved
- Buffer adjacent to Still Creek Lane houses
- Environmental Buffers



Master Plan

2004

Recommended Baseline Requirements

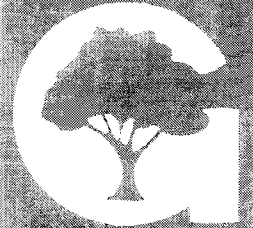
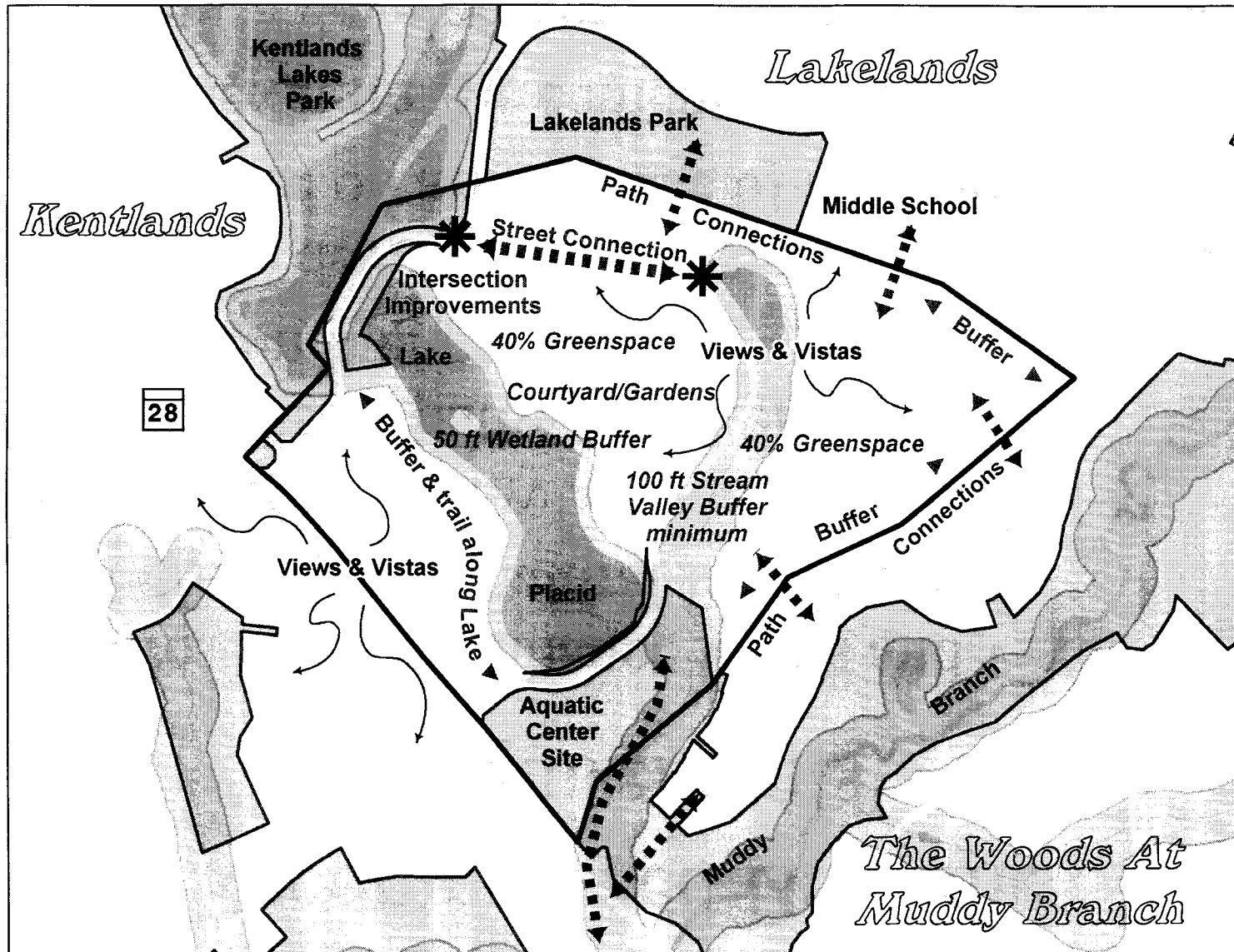
- Preserve and enhance views and vistas to buildings and natural landmarks
- Provide pathway around Lake Placid & connecting paths to Lakelands and surrounding parks
- Future development design should reduce reliance on and the use of automobiles
- Annexation Agreement requirements
- Future development should be compatible with existing surroundings



Master Plan

2004

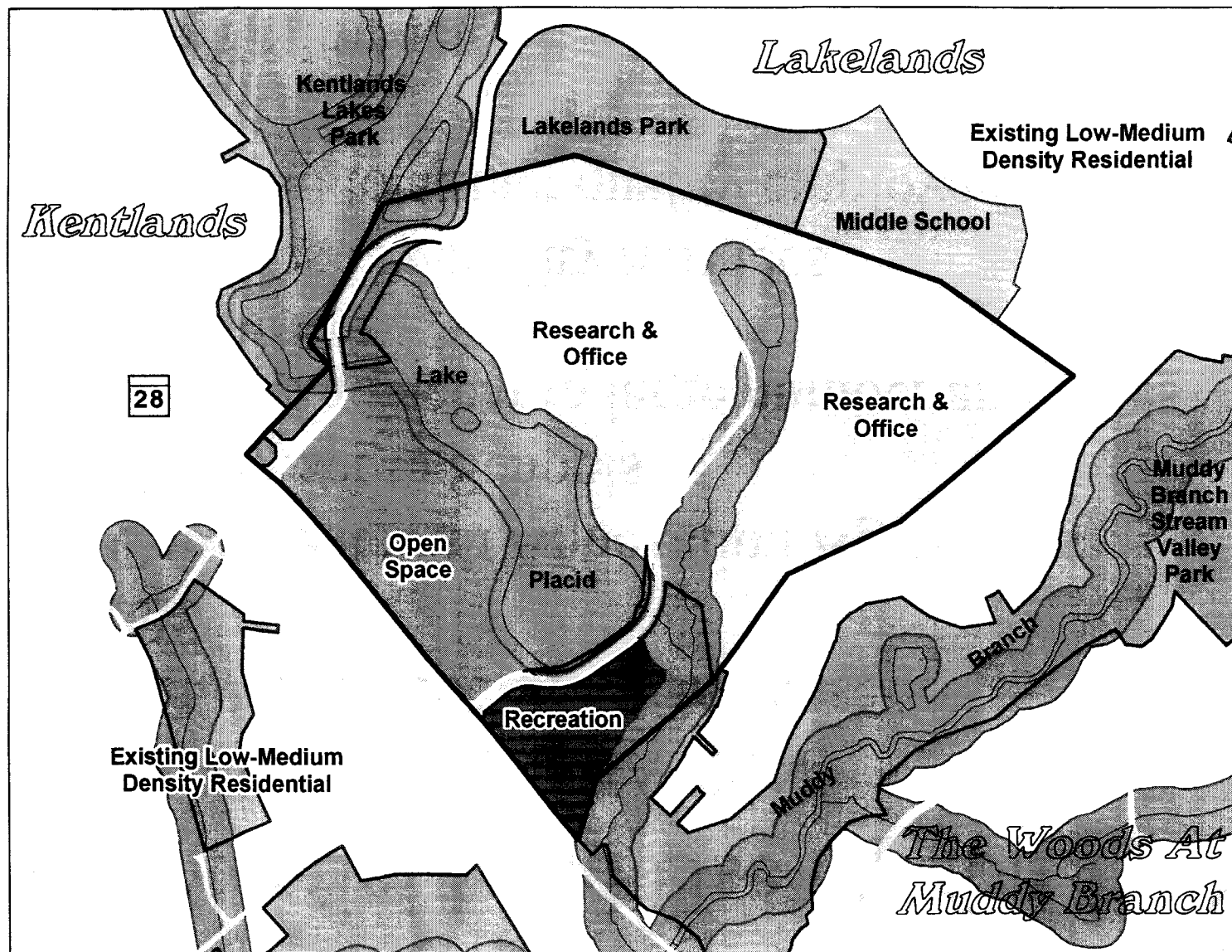
Baseline Requirements Map



Master Plan

2004

Potential Land Use Option 1



Potential Land Use Option 1

SPECIAL CONSIDERATION

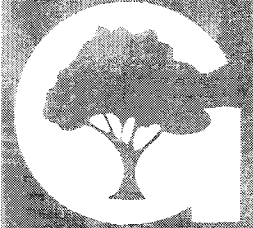
- Actively discourage warehouse

PROS

- Consistent with Annexation Agreement
- No Impact to Schools
- Located adjacent to large number and types of housing
- Requires fewer City Services
- Potential to attract quality employers

CONS

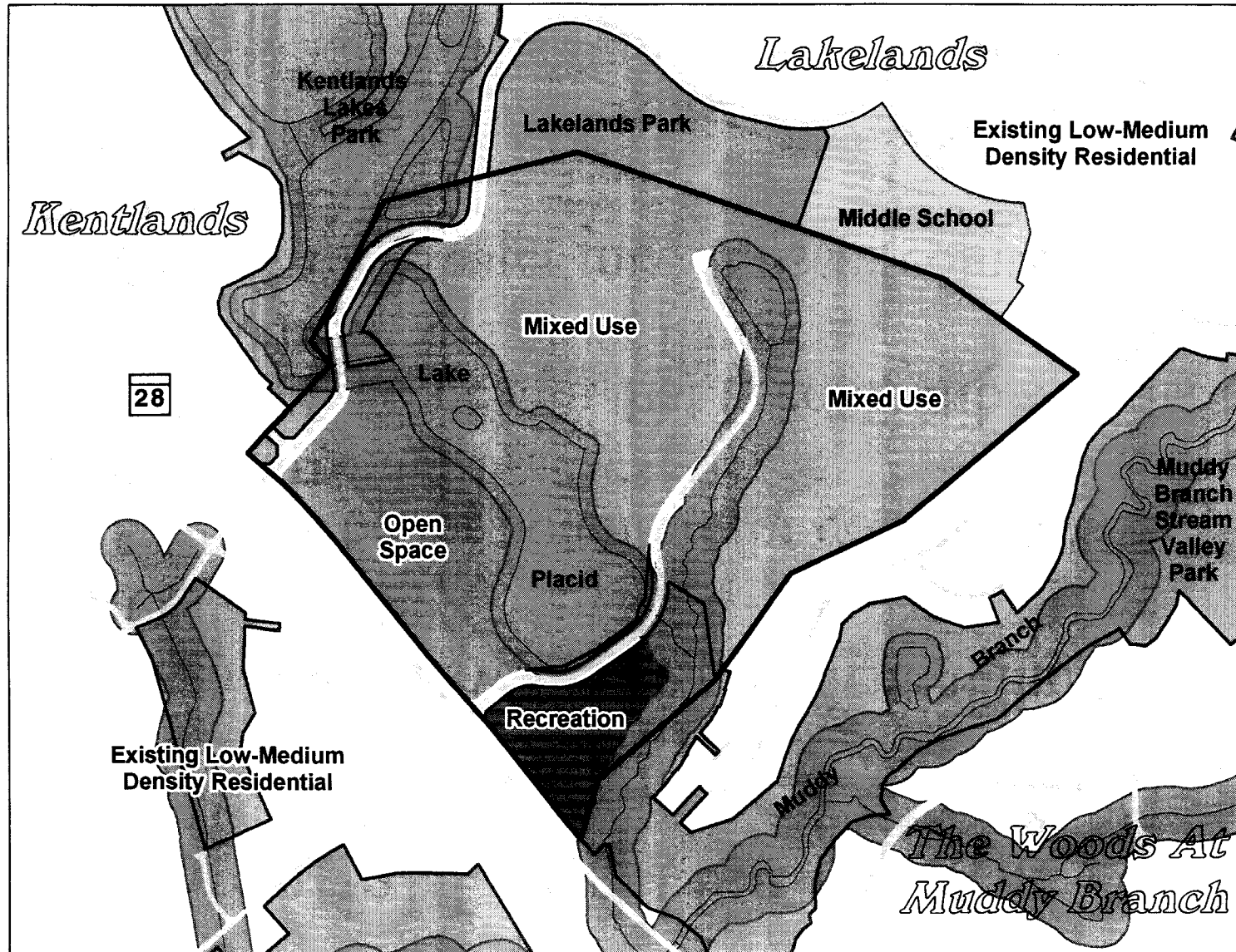
- Traffic Impact
- Isolated office development
- Compatibility of surrounding uses/buildings



Master Plan

2004

Potential Land Use Option 2



Potential Land Use Option 3

SPECIAL CONSIDERATION

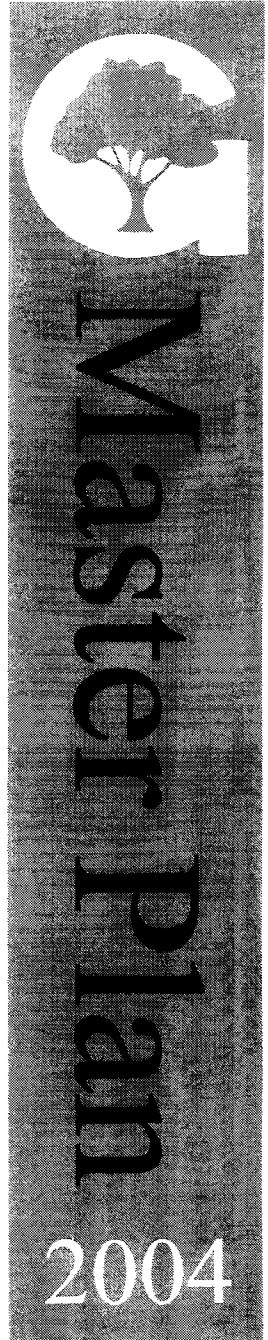
- Development proposal immediate

PROS

- Provides a limited mix of uses
- Structured parking

CONS

- School and Traffic impacts
- Requires additional City services
- Not consistent with Annexation Agreement
- Majority of housing is multi-family rental
- Lack of community facilities



G. E. Technology Park

2004 Master Plan Special Study Area

Background Information



Stakeholder Meeting Notes

- “Green Space” includes “lawns, decorative plantings, sidewalks and walkways, and active and passive recreational areas” but not parking lots
- Design and incentives can dramatically reduce the number of trips that are made by automobile, regardless of the type of use
- School impact analysis should consider long-term as well as short-term student generation rates

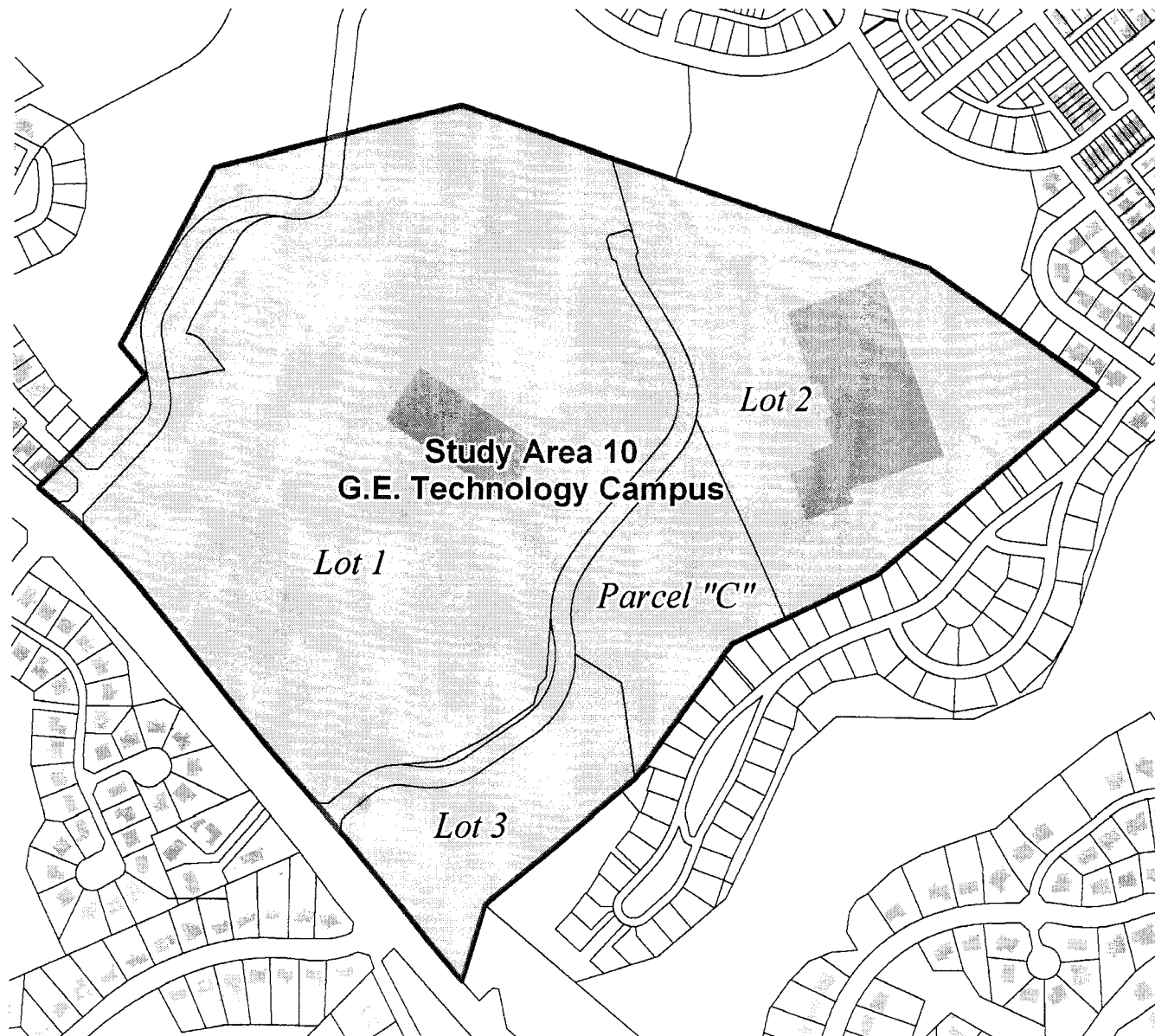
Annexation Agreement

- Cap of 700,000 additional sq ft
- 25' green space buffer adjacent to Darnestown Road
- 40% green space requirement for any future development
- Traffic study and road improvements/mitigation agreement with the City
- All requirements for the property shall be based on the original gross tract area annexed into the City in 1966
- Each lot is permitted access directly from Edison Park Drive

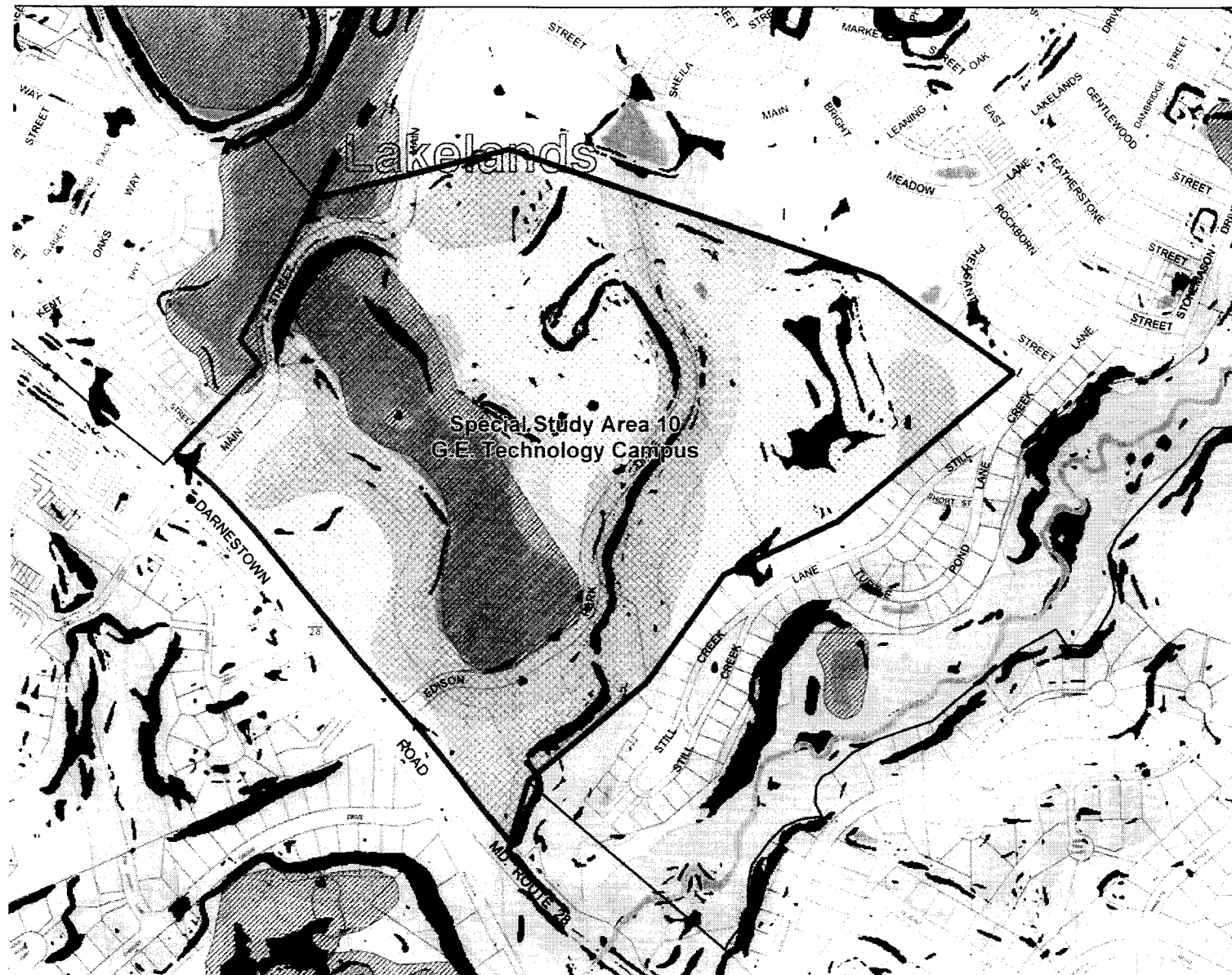
Demographic/Economic Analysis

<i>2003 estimates (Mont. Co./City)</i>	Montgomery County	Gaithersburg & Vicinity	w/in 1 mile of GE Tech Park	w/in 3 miles of GE Tech Park
Population	914,900	129,875	23,988	70,391
Employment	491,190	80,990	6,344	67,147
Dwelling Units	350,556	50,386	9,617	34,043
Detached	49.8%	25.8%	42.6%	40.0%
Attached	19.4%	38.1%	27.2%	21.4%
Multi-family	30.8%	30.2%	37.1%	38.6%
Population Density	2.88 / ac	6.44 / ac	11.94 / ac	3.34 / ac
Employment Dens.	1.55 / ac	4.02 / ac	3.16 / ac	3.16 / ac
Dwelling Unit Dens.	1.10 / ac	2.50 / ac	4.79 / ac	1.60 / ac
Workers per HH	1.50	1.57	N/A	N/A
Jobs/Housing Ratio	1.40	1.61	0.66	1.97
Median House Sales	\$320,645	\$268,965	N/A	N/A
Median HH income	\$79,115	\$70,995	N/A	N/A

Study Area Reference Map



Environmental Constraints Map



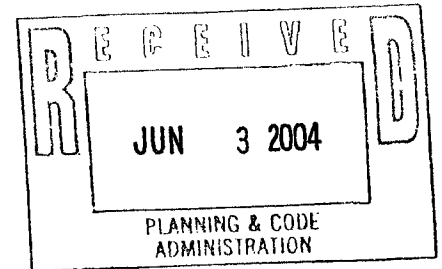
Surrounding Land Use Map



AvalonBay
Communities, Inc.

2900 Eisenhower Avenue, Suite 300, Alexandria, VA 22314

(Direct dial 703-317-4753)



June 2, 2004

Mayor and City Council of Gaithersburg
City Hall
31 South Summit Street
Gaithersburg, MD 20877

Re: GE TECHNOLOGY PARK;
Special Study Area Consideration

Dear Mayor Katz and Members of the City Council:

As you may know, Avalon Bay Communities, Inc. has contracted to purchase a portion of the property described as Lot 1, Block B, "GE TECHNOLOGY PARK". This lot contains 51 acres of land and has frontage on Edison Park Drive. Together with the owners of the property, Avalon Bay has asked your planning staff to consider the inclusion of residential dwelling units, in various forms, on the property, and the modification of the land use designation currently found in the Adopted Master Plan to "commercial-office-residential" that would encourage MXD zoning for the property.

Enclosed herewith are copies of information about the Washington Smart Growth Alliance Smart Growth Recognition Program that recognizes development proposals that exemplify smart growth principles. The "Base Criteria" that projects must meet to carry the recognition that the project helps the Washington region accommodate growth in a manner that achieves economic, environmental, and quality-of-life objectives are all satisfied by my proposal for mixed-use development on the GE Tech Park property. I trust that you will apply similar criteria during the Master Plan Special Study Area Process, including the "three Ds" of smart growth development (Density, Design and Diversity of Uses) to determine that mixed-use development on the GE Tech Park property will ensure that the quality of life in the City of Gaithersburg is maintained and improved while it grows.

Thank you for your consideration of these comments.

Sincerely,


Richard Koch

Enclosures

cc: David Humpton
Fred Felton
Greg Ossont
Trudy Schwarz
Mark Depoe
Jody Kline, Esquire



From: David B. Humpton
To: Stokes, Doris
Date: 05/28/2004 8:44:17 AM
Subject: Fwd: Re: the former National Geographic Society property

for the package dh

>>> Mary Beth Smith 05/27/2004 2:35:44 PM >>>
Thank you for your email. It has been forwarded to city officials.

Mary Beth Smith
Public Information Director
City of Gaithersburg, MD

msmith@gaithersburgmd.gov

www.gaithersburgmd.gov

>>> <grandmom96@juno.com> 05/27/2004 5:17:14 PM >>>
Dear Mayor Katz, City Council, and Planning Commission,
I am writing to comment on the plans for the former National Geographic Society property. Unfortunately, I was out of town when the meeting was scheduled at Rachel Carson Elementary School. I am a 10 year resident of Kentlands and a lifelong resident of Montgomery County.
There are very few tranquil, peaceful places left in Gaithersburg and this is one of them. I would even add the word "historic" because it has been there as long as I can remember. I understand that many plans are already in place to be built behind the large office building on the property. And, in order to keep the property it probably has to sustain a certain amount of income. Personally, as long as it is esthetically pleasing, I don't care what is built behind the lake, however, I cannot imagine anyone even considering building anything on the peaceful setting between the lake and Darnestown Road. The land is a treasure, the trees are a treasure and should not be disturbed. The land is home to the flocks of geese we love to see flying in V's and splashing in the lakes. They need space and we need space, uncluttered and free. Please preserve this property -- once it is lost -- it will never come again. Thank you for listening.

Bonnie Dunn.

CC: Ossont, Greg

From: Mary Beth Smith
To: MLFJBMS@aol.com
Date: 05/24/2004 9:38:29 AM
Subject: Re: National Geographic Property

Thank you for your email. It has been forwarded to city officials.

Mary Beth Smith
Public Information Director
City of Gaithersburg, MD

msmith@gaitthersburgmd.gov

www.gaitthersburgmd.gov

>>> <MLFJBMS@aol.com> 05/24/2004 9:28:06 AM >>>

As a resident of Kentlands, I would like to register my support for the mixed-use proposal put forward by Avalon Bay Communities.

I believe this proposal is more in context with the principals on which Kentlands/Lakelands is built and will benefit our community much more than the alternative proposal.

I do appreciate the manner in which the City has worked with the community on this proposal.

Russell Komesarook
535 Tschiffely Sq. Rd.

CC: dhumpton; dstokes

From: <mjg805@comcast.net>
To: "Mark Depoe" <MDepoe@gaithersburgmd.gov>
Date: 05/11/2004 6:36:23 AM
Subject: Re: Special Study Area - GE Tech. Campus

Thank you for responding to me in such a timely manner. I really appreciate it.

> Mr. Goldman,

>

> We are still looking into whether the warehouse building, if
> demolished, would be allowed to use the existing warehouse square
> footage as well as a portion of the remaining 700,000 square feet of
> development. We should have a more definite answer at the joint Mayor
> and City Council and Planning Commission work session.

>

> In regards to the Archstone residential development currently under
> construction, we will take the residential land use and development into
> account while reviewing all land use options.

>

> Thank you for your inquiry and interest in the GE Tech study area and
> feel free to contact me with any further questions.

>

> Mark A. DePoe
> Long Range Planning Director
> City of Gaithersburg

>

> (301) 258-6330 x123 (front counter)

> (301) 258-6313 x123 (direct)

> (301) 258-6336 (fax)

>

> 31 South Summit Avenue
> Gaithersburg, MD 20877

>

> MDePoe@gaithersburgmd.gov -- <http://www.gaithersburgmd.gov>

>

>

>

> >>> <mjg805@comcast.net> 05/06/2004 7:35:51 PM >>>

> I am writing with regard to an inquiry that I made at the Stakeholders
> Meeting on April 29, 2004. I was the individual who asked whether there
> were any plans in the works for the warehouse, and, if so, what they
> were. I also wanted to know if by chance the warehouse is torn down
> whether the square footage could be re-used and added to the limit of
> only 700,000 square feet of new building.

>

> Also, with regard to the proposal to put in new apartments, was there
> any consideration of the new building being built near Famous Dave's?

>

> Thank you,

>

> Michael J. Goldman

GE Tech Park SSA Stakeholder Meeting

April 29, 2004

Public Comments

- Is there a maximum number of residents for the Special Study Area? (City staff answered that the City does not have a maximum or “cap” of residents for any area of the City of Gaithersburg.)
- Siting the proposed Aquatic Center adjacent to the Middle School site may increase educational opportunities through facility sharing
- If the City did not need to use Lot 3, a private school could be considered
- Need to balance the amount of renters versus owners for residential housing
- Will the existing buildings remain or will they be demolished? (City staff indicated that the property owners would determine this.)
- The area has been known as the “National Geographic Society” (NGS) property, so why is the City now calling it “GE Tech Park”? It seems confusing. (City staff responded that when the land was subdivided, the recorded subdivision plats refer to the subdivision as G. E. Technology Park.)
- Is the lake considered “green space”?
- Traffic, schools, and open space will suffer if apartments are built
- Assets include the lake and “modern” architecture of the former National Geographic headquarters building (R. Arkin)
- Any development on the property should enhance the surrounding neighborhoods rather than detract from them (R. Arkin)
- This area could become the “uptown” for Kentlands, Lakelands, and North Potomac and it is important to note that Duany, Plater, Zyberk (DPZ) is involved in this initial conceptual design. (R. Arkin)
- The Corridor Cities Transitway (CCT) is an important component of the transportation system in this area
- The 550,000 sq ft of additional development will likely be in the form of tall buildings and will potentially add 2500 daily trips on the roads
- A knowledge-based industrial park would be desirable in this area
- There are lots of parking lots now and 700,000 sq ft of more development will look better
- A mixed-use development can add residents to support the commercial/retail area of Kentlands and Lakelands
- The addition of houses and children may change the school boundaries
- A skating rink and miniature golf would be nice to have in this area
- More performing arts space would be nice and a shuttle to move people between this site and the Town Center
- How big is the Aquatic Center and is it part of the 150,000 sq ft that City staff mentioned? (City staff responded that they believe the City’s property is subject to and part of the 150,000 sq ft limitation found in the Density Allocation Agreement.)

- Where is the “green space and what/where will it be?
- Any new apartments that are constructed should be unique and have a niche
- Additional retail and restaurant uses may compete against the Town Center
- There is a lack of office space in this general area to support the amount of restaurant and retail that is existing nearby
- Apartments often end up isolated from the rest of the community
- New apartments should be better integrated into the community
- A new/additional road connection from Darnestown Rd (MD 28) to the Middle School site is desirable
- The City should maintain the “pristine” character of the property
- A 9-hole golf course would be nice
- Whatever happens on this site, the City should make sure it doesn’t add to traffic
- There are many mature trees on the NGS property and they should not be cut down
- Don’t put any development along MD 28
- Few of the “live-work” townhouses in Kentlands/Lakelands are neighborhood stores and the owners usually don’t live there
- The lake adds to the character of the community and provides opportunities for fishing
- A park or a mixed-residential and condominium development would be better than apartments
- Is the warehouse staying or being removed? (City staff and the representative for the property owner indicated that there are no immediate plans for any change on the warehouse lot.)
- The principals of Kentlands and Lakelands should be applied for any development on the GE Tech Park site
- A week-long charrette could enhance the community (D. Dorney)
- A Hotel would be nice (D. Dorney)
- Some owners paid for the trees and the view and don’t want apartments in that view
- A School site on GE Tech Park property? Elementary School? High School?
- A mix of uses is preferable to a single-use. The DPZ conceptual plan includes a park and reduces the amount of parking on the site (M. Watkins)
- DPZ is looking at the entire area, not just Lot 1 (the NGS building) and would like to be part of the Master Plan process (M. Watkins)
- The open space in Kentlands was not designed as well as the urban space (M. Watkins)
- The owner of Lot 1 is open to a charrette process (M. Watkins)
- I-3 Zoning for the property, which does not allow residential, gets development approval from the Planning Commission. MXD zoning requires a schematic development plan to be approved by the Mayor and City Council and the Planning Commission. (City staff)
- The owner is proposing 250 apartment units on 5 acres, which generates 46 students for the schools, while 250 single-family detached houses would generate 225-230 students for the schools. (R. Koch)
- Is there any “affordable housing” being proposed

Mark Depoe - GE Planning Session

From: "Paul Linzer" <paullinzer@rcn.com>
To: <plancode@gaithersburgmd.gov>
Date: 04/30/2004 10:00 AM
Subject: GE Planning Session

Ladies and Gentlemen,

I attended last night's planning session at Rachel Carson Elementary School. I listened to every presenter and after I got home I thoughtfully evaluated the different viewpoints and proposals set forth. I wanted to assess this in an unbiased way. I now must state my opinion. Kentlands is the most renowned example of neotraditional New Urbanist communities in the United States. It is the shining example for all others to emulate. It wins awards, honors and recognition in all forms of the media. It is the exemplar Smart Growth community because it works so well. In developing the GE tract, this is the foremost priority for the City of Gaithersburg to consider. To do anything to jeopardize the status of Kentlands would be shortsighted and foolish. The pristine beauty of the land must be preserved and any development should be consistent (an extension of) with the Kentlands vision.

Very truly yours,

Paul E. Linzer
221 Beckwith Street
Gaithersburg, MD 20878

From: <ccidsp@comcast.net>
To: "Mark Depoe" <MDepoe@ci.gaithersburg.md.us>
Date: 04/15/2004 11:40:41 AM
Subject: Re: GE Tech

I am resending the following
I have not heard back from you.

Thank you for the information on this meeting. We consider ourselves very important stakeholders and are very interest in the furture development and existing development of this particular property since we have to deal with the issues that the poor planning of this area has created.

We live right behind the warehouse, which is on the Ge Tech property. We purchased our property primarily because we did not want to leave Gaithersburg, and the Kentlands/Lakelands area. We had lived in the Kentlands 10 years prior to purchasing our current property.

Since we have moved in, we have had to deal with a huge trash issue and the noise factor of living next to this warehouse. I have sent Kevin numerous emails regarding these issues. There does not seem to be any solution to our problem, except that everytime there is an issue, we have to notify the city and citations are then issued, and them maybe some things get resolved and then issues happen again.

My questions to you are, will this be the appropriate forum to discuss these issues and is that area of any interest to the city so that they can possibly make changes to the original site plan of the property?

My concerns are the location of the dumpsters for Myer Emco, what goes into these dumpster, the trash around them that is constantly there and blowing on my property and the extemely loud and disturbing noise of the trash trucks emptying these dumpsters and dropping them on the ground. Trash is also dumped in there at all times of the day (ie.-late night and early mornings)and on the weekends by people who do not even work at Myer Emco.

My Goal is to get this dumpster moved away from any residential area and to get management to build a fence around the property. It is a shame that this has become an issue for this community and that early consideration was not given to this area.

I would appreciate any input you might have as to whether or not this meeting is the right place and time for my concerns.

Thank you for your attention to this matter.

- > Kevin had asked that I respond to this inquiry. The GE Tech site is one
- > of ten special study areas that the Planning Commission and Mayor and
- > City Council felt were important sites that required additional review.
- > The GE Tech meeting is the sixth in a series of Stakeholder Meetings for
- > these Special Study Areas. The stakeholders meetings were designed to
- > assist the City in updating the City of Gaithersburg Master Plan for
- > these properties.
- >
- > The stakeholders meeting allow for City staff to hold discussions with
- > interested groups and individuals who have a 'stake' or interest in

- > the development options for this area. The City staff will basically
- > discuss background information about the site, the current zoning and
- > potential development of the site, and any recent inquiries regarding
- > development of the site. The stakeholders will then be asked to voice

- > their concerns and issues with the site as well as what they might
- > envision as future development of the site. Attendees of the meetings

- > should be prepared to discuss land use options and development impacts.
- >
- >
- > The information gathered by Staff during the stakeholders meeting will
- > be used in creating development options and scenarios to be presented to
- > the Planning Commission and Mayor and City Council. Eventually, the
- > Mayor and City Council will adopt a development option or options to be
- > incorporated into the City Master Plan.
- >
- > If you have any other questions, feel free to contact me. Thanks.
- >
- >
- >
- > Mark A. DePoe
- > Long Range Planning Director
- > City of Gaithersburg
- >
- > (301) 258-6330 x123 (front counter)
- > (301) 258-6313 x123 (direct)
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- > MDePoe@ci.gaithersburg.md.us -- <http://www.ci.gaithersburg.md.us>
- >
- >
- >
- > >>> <ccidsp@comcast.net> 03/29/2004 9:58:52 AM >>>

- > Hi Kevin,
- > Also, we had gotten a notice about a hearing or meeting
- > about the whole GE tech park on April 29th. Do you have any
- > information
- > about what is going to be discussed? and or what this is about.

- > We have a great interest in this.
- > Thanks

From: Fred Felton
To: Mark Depoe
Date: 04/07/2004 8:49:51 AM
Subject: Fwd: Re: GE Property

>>> Sidney Katz 04/07/2004 7:55:44 AM >>>
Dear Vicki,

Thank you for your e-mail. I am sending a copy of it to our staff so that they may include it in the information on the GE Property.

Sidney

>>> "Vicki Understein" <vickiu@comcast.net> 4/6/2004 10:05:16 PM >>>
Dear Sidney:

I will not be able to attend the meeting about the possible use of the GE Property for a rental property project. I oppose this use of the property. I feel that the neighborhood would be better served with either Class A office space or lower density owner occupied homes. We have plenty of rental apartments in the Lakelands/Kentlands neighborhood, with a new property currently being built.

Regards,

Vicki Understein

606A Main Street

Gaithersburg, MD 20878